

**What's Been Going On**

## News Coverage, Marketing &amp; Advertising

Media & Advertising	<p><i>Media Coverage:</i> TCPalm, WPTV, The Clewiston News, WPBF 25, CBS12, Stuart Magazine</p> <p><i>Topics Covered:</i> Beach walks, 12 days of Christmas, Indian River Lagoon, Toxic Algae, Lake Okeechobee, Coastal Lecture Series, Oyster shell bagging, Marathon of the Treasure Coast, South Florida Water Management District, Governor DeSantis announcement</p> <p><i>Facebook Mentions:</i> Treasure Coast, Marine Discovery Center, Martin County School District, Achieve, Young Professionals of Martin County, Hula Frog, National Save the Sea Turtle Foundation, Martin County Library System, Junior League of Martin County, Martin County Board of Commissioners</p>
Google My Business	<p><i>A list of popular search words used on google to find the Coastal Center:</i> Florida oceanographic coastal center, Things to do near me, Attractions, Aquarium near me, Oceanographic center</p> <p>Total views from Google: 39,700 / Total searches on Google: 23,736 / Direct searches: 12,747 / Discovery searches: 10,921</p> <p>Total actions taken on our Google listing: 2.96k / Visit our website: 1.96k / Request directions: 876 Called the coastal center: 125</p>
Website Launch	New website launched at end of January. Receiving donations and event sign-ups online for Clay Shoot, Oceans, Beach Walk, Honor/Memory Donations, Memberships, etc. New website provides additional flexibility for targeted campaigns, blog content, updated look and feel, more logical, user-friendly layout, etc. Including private board login

## Development &amp; Special Events

Oceans Alive - Sponsorship	Record sponsorship numbers to date including: 1 Platinum Sponsor at \$15,000, 5 Silver Sponsors at \$25,000, 28 Bronze Sponsors at \$2,500, 38 Patron Sponsors at \$38,000, 8 Business Partners for a total over \$170,000+. Oceans Alive 2018 Sponsorship totals were \$153,500.
Oceans Alive - Luau	98 guests invited to Blue Lagoon Luau on March 15th
Clay Shoot	42 Shooters joined us at the Clay Shoot on February 8th at South Florida Shooting Club. Budgeted profit: \$20,000. Actual profit: Approx \$8,000. Lower revenue and lower expenses due to reduced head count at the event.
Donor Recognition Luncheon	80 Donors attended the Donor Recognition Luncheon at Bonefish Grill in Stuart on January 30th.
Mark Perry Luncheon	100+ guests set to attend Celebration of Mark Perry's 40+ years of service to Florida Oceanographic Society
Governor DeSantis Announcement	Coastal Center welcomed Governor Ron DeSantis, Representative Brian Mast, FDEP Secretary Noah Valenstein and community leaders, media and general public for the announcement of Jacqui Thurlow-Lippisch to the SFWMD Governing Board.
Donor Tour	Hosted Deserving Kids to the Coast Donor Tour.
Charity Navigator	Updated details on Charity Navigator to improve our rating from 2-star to 3-star. Reworking 990 revenue and expense program information to resolve errors with descriptions.

## Volunteers

TEEN Summer Ambassador Program	We have refreshed TEAM Ocean into a Summer Ambassador Program with 2 Tracks: Conservation Ambassador and Education Ambassador. Applications and interviews open with decisions to be finalized by mid-April.
Volunteer Appreciation	Took 28 volunteers to Loggerhead Marinelife Center for a private tour and lunch.
Lululemon Restoration	Supported Lululemon restoration program with volunteers over 2 days for shell bagging, mangrove planting and oyster shell deployment.
Volunteer Logistics	Converted paper-based timesheets to automated login for Coastal Center volunteers making shift tracking more accurate and less time-consuming for staff to enter.
Volunteer Breakfasts	Staff led breakfasts for FOS volunteers on various topics. 12-15 volunteers attended each date. 7 scheduled with 4 completed and 3 to go.

## Community Outreach &amp; Advocacy

Marathon of the Treasure Coast	Benefitting charity for Marathon of the Treasure Coast. Running with 1 relay team (Phil, Maria, Liz, Conchita)
Nature Fest	Participated in the Manatee Center's event in downtown Fort Pierce. Distributed over 50 BOGO passes, and received signatures for the Save Our Waters Pledge and emails for both newsletters
Advocacy	Hosted advocacy meeting at the Coastal Center to discuss current water updates. Sent e-newsletter to Save Our Waters group regarding Call To Action for feedback to USACE's LOSOM updates.

## Miscellaneous

Communications & Public Relations Coordinator	6 Interviews scheduled this week. Pending additional interviews and second-round callbacks.
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**Upcoming Events / Initiatives within next 90 Days**

- Mark Perry 40+ Years Celebration - February 28th, 2019
- Marathon of the Treasure Coast - March 3, 2019
- Oceans Alive - Blue Lagoon Luau - March 15, 2019
- City of Stuart's Waterfest - March 23, 2019
- Oceans Alive - March 24, 2019
- One Millionth Visitor -- TBD!!!!!!!!!!